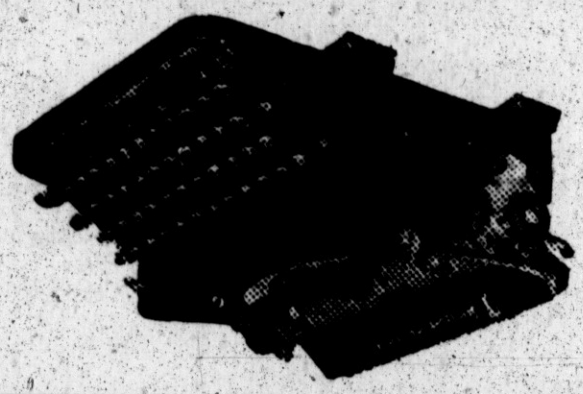
THE WEATHER TODAY — This Week-End We are (To be Continued Tomorrow)

Village Daily

Sept. 9, 1933 — Two Cents — CARMEL-BY-THE-SEA — Per Copy — Vol. 1, No. 7

Daily Forces Pine Cone Showdown



LOCAL WEEKLY PUTS IN EXPENSIVE PLANT

YOUNG COCKBURN TO BE GENERAL MANAGER

REFUSES TO JOIN PRINTERS ASSOCIATION

Faced with the problem of printing in a plant that is for sale, the weekly Pine Cone today admitted that they were installing a huge printing plant of their own. Notice has been given to Bunch of "The Sun," and the contract this popular printer has had will soon be null and void, according to Ranald Cockburn, w. k. man-about-town who is to be the General Manager of the new Pine Cone Press in the future.

"We are installing a Model 14 Linotype (see cut)" said young Cockburn, a Miehle Flat Bed press, and all the up to date equipment that money can buy." Whose money, Cockburn didn't state. "Our attitude towards the Printer's Association is simply that we will not be told what to da."

It was further said that no change was contemplated in the personel of the paper. Perry Newberry will still be the editor, Fred Buck, the advertising man, Ivy Van Cott, the secretary, but Ronald Cockburn will be the General Manager.

Whether a raise in price was contemplated in view of the extensive expansion was not stated.

The Village Press, while a member of the Printer's Association, nevertheless takes this opportunity to congratulate the Pine Cone Press on its new venture. (Providing it becomes a reality). The Daily will continue to give active competition to all comers, and would, in fact, welcome even William Randolph Hearst to Carmel's journalistic field. (Not that there is any comparison intended).

BECHDOLT TELLS OF NRA INCREASE

Carmel employers are increasing their number of employees to a very appreciable extent, Frederick Bechdolt said today. As Carmel's representative for the NRA, Mr. Bechdolt seemed very pleased at the response to the enquiry cards sent out to the various merchants.

STANLEY WOOD ADDS TO CANINE SITUATION

In an exclusive interview today, Stanley Wood, art editor of the Village Daily, said that he had at least a temporary solution for the serious dog trouble that was so well written up in the Daily recently. "My suggestion," said Mr. Wood, "Is to equip each dog with a vest pocket telegraph pole."

NRA

IN THREE CANTOS

Dear NRA State Administrator Creel;

Dear NRA Monterey Peninsula Committee;

Dear NRA Carmel Administrator Freddie Bechdolt:

In your pronunciamento day before yesterday, you say, after saying Buy Now and Purchase at Once, "Spend what you have for what you need."

Dear NRA, SAC; Dear NRA, MPC; Dear NRACAFB,

I don't need nothing (almost). Besides, I don't have nothing, neither.

ONE OF THE HUMBLE.

OILED DUCKS BANNED HERE

"We don't want our Duck Club spoiled by Oil Wells." Such seemed to be the consensus of opinion among Carmel members of the Duck hunting club which has its reservation located near Los Banos, Calif., where a new oil field is said to be under development.

Typical of Carmel, in being different, the local members took the unusual attitude of prefering their duck hunting to the large sum of money which their memberships would be worth if the land actually does develop into an oil field.

Expressing the opinion of many, Mr. Henry Dickenson is reported to have said, "dollars? what do I want with dollars, I have a dollar." We also understand that Bob Leidig said, "Oil is a menace, it is highly inflamable; why, it might even start a fire so large that the Carmel fire department would be called in to help fight it. No, let's keep our ducks instead."

THE VILLAGE DAILY

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Editorial

In almost fifteen years of newspaper work, or play, if you look on it as we do, we have never before so enjoyed ourselves as we are doing with this Daily. Last night we heard that the Pine Cone had decided to go commercial in a big way. Ranny Cockburn, a sort of fifty-second cousin of ours, couldn't contain himself to tell us the news. We ourselves had contemplated a linotype of parts, but now, thanks to this humanitarian move, we will probably borrow Rannie's, if Walt Cook's good old Model 14 ever breaks down. But the point we wanted to make was this, that nevef before, have we seen so many people get as big a kick out of so little a paper. Bob Ritchie stopped us on the street with a grand idea, which is to run a serial with everyone in town writing a hundred-word chapter each day. Watch for it. Dave Alberto is at his piano, gnashing his teeth, waiting for someone else to attack editorially. Jimmy Hopper is gunning for another post office deal, Frederick Bechdolt is taking care of our Federal interests, and all in all, we are most lucky in having such a wonderful gang behind us.

You don't have to take the Daily seriously, that's the last thing we want. It's to have fun with, and, for the advertisers, its a thing to profit by. Ask Louis Levinson, or his rival John Anderson, or Barnet Segal, or Mr. Whitney, they get a few results. . . . we don't want this thing to grow into a sordid commercial proposition, its a plaything, the town's toy, and, modestly speaking, it may perhaps becom ea thing of beauty and a joy forever!—P. O'C.

LITTLE WOMEN GIVE SMOOTH PERFORMANCE

Those who were not lucky enough to be first nighters at the Community Players' presentation of "Little Women" at the Carmel Community Playhouse Thursday night were never-the-less enabled to see, last night, one of the finest presentations yet given in Carmel. Byron Foulger, the director, deserves much credit for his work.

Dorothy Foulger, no doubt the star of the show, gave a wonderful interpretation of the part of Jo, and Arthur Hateley gave a wonderful characterization of the part of the German professor. We have heard it said that the part was not interpreted according to the ideas of some of our w. k. critics, yet we still maintain that it was as fine a characterization as we have seen in several days.

Though the play was, as we all know, of a past decade when little women were supposedly more sedate and modest, even we of this mad age of dog and nudist menace, were fully able to enjoy it.—W. D. C.

BADLY HURT

In a serious accident, when the truck he was driving, struck the Toro bridge on the Salinas highway near Monterey, John Bell, 24 years old, was near death at the Carmel Hospital yesterday. Bell suffered serious internal injuries. Doctors here gave him little chance for recovery.

JOHN REED CLUB

Joseph Freeman
Editor "New Masses"
Poet, Author, Lecturer
—on—
"Intellectuals and the Crisis"

Questions
Discussions
Argumeent

Admission 25 Cents
Sept 10, 8:15 p. m.
Junipero and 5th

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Has Had Excellent Care
Motor Just Overhauled
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at
$295.00
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PLYMOUTH DEALER
Ocean near Mission
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Society

Rafe Tood, w. k. sportsman and ticket taker, embarrassed us t'other eve by querying us about our free ticket to see the Little Women, right in front of a very pretty one of them in the box office. You'll have to stop that, Rafe!

The price of petrol went up today, causing us to charter a horse from Hodges to get to the Post Office for our mail. —(Advt.)

Our P. O. box is Carmel A V in case you want your name kept out of the paper.

Amongst those partaking of nourishment at the pop. Carmel-Eta Inn after the show last night was Mesdames Sibyl Leonard, Ruth Thompson and Arthur Hately.

Gossip

Dick Masten, w. k. author and playwright, has uncorked a masterpiece, they say, in his "The Devil Who Saw God," which will be the next opus of the Community Players. Keep it up, Richard, say we.

Lloyd Weer, who so artistically and convincingly makes love in "Little Women," is determined to be one of the stellar performers in The Village Press'es coming playlets. O. K. with us, if we ourselves knew what the plays was, Lloydie.

HODGES FOR HORSES

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ToNite!
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Presented by the Community Players at the Playhouse,
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SEPTEMBER 7, 8, AND 9
A Special Children's Matinee Saturday Afternoon
Tickets on Sale at all Drug Stores
50 cents, 75 cents, and $1.00